

PROGRAM

Mrs. LYNDON B. JOHNSON

The Honorable W. MARVIN WATSON
Postmaster General

H. J. P. - 1/1/69



The stamps symbolize what has been accomplished and are issued in the hope that they will encourage participation throughout the country in the efforts to restore American cities and highways to their natural beauty.

Walter DuBois Richards of New Canaan, Connecticut, designed the stamps. They were modeled by Robert J. Jones, Howard C. Mildner and Leonard Buckley of the Bureau of Engraving and Printing. Engravers were Edward R. Felver, Howard F. Sharpless, Arthur W. Dintaman, Albert Saavedra, Joseph S. Creamer, Jr., William R. Burnell, Edward P. Archer and Kenneth C. Wiram. One hundred and twenty million stamps have been printed.

Mary Lasker

GP

THE WHITE HOUSE



Mr. Fred Farr
will please present this card at
THE SOUTHWEST GATE
The White House
Friday, September 15, 1967
at four o'clock
NOT TRANSFERABLE

Mr. Fred Farr
Bureau of Public Roads
1717 H Street, N.W.
Washington, D.C. 20591

Room 312



Mrs. Johnson
requests the pleasure of the company of
Mr. Farr
at a reception to be held at
The White House
on Friday, September 15, 1967
at 4:00 o'clock





Mr. Farr

FRED S. FARR

COORDINATOR OF HIGHWAY BEAUTIFICATION

FEDERAL HIGHWAY
ADMINISTRATION

DEPARTMENT OF TRANSPORTATION
WASHINGTON, D. C.

Union Made A.F.L. Local No. 18734

THE
PRESIDENT'S HOUSE



Luncheon

Gardeners' Soup

Krug *Coast of Maine Lobster*
Pinot Chardonnay *Parkside Asparagus*
Window Box Tomatoes

Almaden
Blanc de Blancs *April Flower Pot*

Demi-tasse

The White House
Thursday, April 27, 1967

Mr. Fred Farr

MRS. ALBERT D. LASKER
29 BEEKMAN PLACE
NEW YORK, NEW YORK 10022
TELEPHONE PLAZA 8-1242

April 22nd, 1968

Dear Mr. Farr,

Many thanks for your letter of the 18th.
I have talked to Mrs. Johnson along the lines of
what you suggest.

I feel with you that her inspiration and
leadership have been very important to the whole
beautification effort, and I am hoping that she will
do something to help it continue.

With all best wishes,

Yours,

Mary Lasker

Mr. Fred S. Farr
530 N Street, S.E.
Apt. S-521
Washington, D.C.

For Beautification Tour

11:15 Enter S.W. Gate of White House.

Assemble in East Garden

*11:30 Buses will depart for tour of
Washington*

1:00 Luncheon





THE WHITE HOUSE
WASHINGTON

April 23, 1968

Dear Fred:

It was so nice to see you at the luncheon,
and I am constantly running into people who
tell me of your help.

Carol Fortas has told me of your contribution
and I want you to know how much I appreciate it.

With appreciation and all warm wishes,

Sincerely,

Lady Bird Johnson
Mrs. Lyndon B. Johnson

Mr. Fred Farr
520 N Street, S.W.
Apartment S-521
Washington, D. C. 20024



Mrs. Johnson
requests the pleasure of the company of
Mr. Farr
at luncheon
on Thursday, April 27, 1967
at one o'clock



Mrs. Johnson
requests the pleasure of the company of
Mr. Farr
at luncheon
on Wednesday, April 17, 1968
at 12:15 o'clock

Please send response to
The Social Secretary
The White House
at your earliest convenience

Annual Beautification Luncheon
Mrs. Johnson hopes you will join
her at the White House at 10:45
and accompany her to see
Washington in bloom.



LUNCHEON

Consommé April

Crêpes Chesapeake

Krug
Johannisberg
Riesling

Fresh Mushrooms
Garden Greens Mimosa

Jonquil Flower Pot

Demi-tasse

The White House
Wednesday, April 17, 1968

Table
5



Mr. Farr



Mr. Fred
Farr

30 Rockefeller Plaza
New York, N. Y. 10020

Room 5600

May 1, 1968

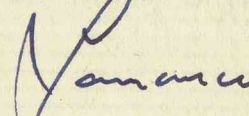
Dear Fred:

Thanks for your letter about the possibility of a Lady Bird Johnson Foundation. I enthusiastically answer that Mrs. Johnson's extraordinary leadership should be continued through some appropriate vehicle.

In my view the best way to proceed would be to wait and call this possibility to the attention of the incoming First Lady in January. If she were receptive to the idea, it would be an excellent means of continuing on a high level basis. If she is not, then we could work out other ways.

In any event, I am sure Mrs. Johnson's interest and concern will continue, and we look forward to a continued association with her.

Sincerely,



Laurance S. Rockefeller

Mr. Fred S. Farr
530 N. Street, S.W.,
Apartment S-521
Washington, D.C. 20024



Hon. Fred Farr

Society for a More Beautiful National Capital, Inc.

1229 Nineteenth Street, N. W. Washington, D. C. 20036 223-3200

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Mr. John Walker

Mr. Walter C. Washington

Mrs. Beverly Wicker

Mrs. Charles B. Wrightman

Mrs. Rose Saul Yellin

Mr. Joseph B. Zangansky

Mrs. Diana MacArthur

(List incomplete)

April 25, 1968

Mr. Fred Farr
520 N Street, S. W.
Apartment S-521
Washington, D. C. 20024

Dear Mr. Farr:

The Trustees of the Society are most grateful for your additional gift. The continued support of the Beautification Program by such generous, public spirited citizens as you is most encouraging. A very good beginning has been made on the project and we are all hopeful that the future progress will be rapid.

Sincerely yours,

Carolyn Agger Fortas
Carolyn Agger Fortas
Treasurer



THE WHITE HOUSE

WASHINGTON

November 13, 1965

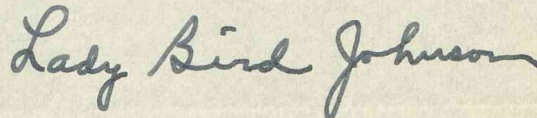
Dear Senator Farr:

That is a lovely, lovely book that The Sierra Club has published to proclaim the poems of Robinson Jeffers and the beauties of Big Sur!

Jeffers sets an example to us all of the influence of wild nature upon man's creative energies, and it is this priceless influence that makes our work in behalf of natural beauty so vital and worthwhile.

My appreciation for the book and for all you are doing.

Sincerely,

A handwritten signature in dark ink, reading "Lady Bird Johnson". The signature is written in a cursive, flowing style with a long, sweeping underline.

Mrs. Lyndon B. Johnson

Senator Fred S. Farr
P. O. Box 3305
Carmel, California 93921

THE WHITE HOUSE

WASHINGTON

December 7, 1965

Dear Senator Farr,

Sometimes I think we always come to you with hat in hand, asking for advice, but the need is again crucial, and we need your help.

Mrs. Johnson -- with knees knocking -- has accepted an invitation from the American Roadbuilders Association to speak at their conference in Denver on the twenty-third of February. She well knows what a challenge -- and an opportunity -- this speech will be for beautification, and she wants to convey the positive angle of what can be done for cities and countryside by a beauty-minded highway program.

The last thing she did before stepping on the plane for Texas was to ask me if you would help her, by sending her a draft of what you think a First Lady might say. She will need it by the fifteenth of January, because she wants time to work on it carefully herself. Anything you can do to help will be appreciated.

With sincere regards, I am



Elizabeth Carpenter
Press Secretary and
Staff Director for
Mrs. Johnson

Honorable Fred Farr
State Senator
Sacramento, California

THE WHITE HOUSE

WASHINGTON

September 28, 1966

Dear Senator:

Words, even from a wordsmith, are not enough. I would send you a pebble, or shell, or twig of a redwood to symbolize a magnitude of appreciation for your gracious reception to all of us in Mrs. Johnson's party a few days ago.

I understand how much you are a part of that seacoast and it of you. . . My own affinity is mountains, the North Cascade variety, but from what I know of coasts, the Big Sur one is uniquely dramatic in all the Nation. It is fortunate to have a champion who knows the wise ways of saving it for posterity, and this you are doing.

I am particularly interested in accomplishments of the California legislature in improving highway criteria, safeguarding parks from road threats, and future development of scenic roads. If it is easy to put me on a mailing list for these topics, I hope you will do so.

Many people, far away from California, now care, personally, about your campaign, and I, for one, wish you all the best so richly deserved, in November and always thereafter.

Sincerely,



Sharon F. Francis
Staff Assistant for
Beautification

Honorable Fred Farr
Box 3305
Carmel, California

THE WHITE HOUSE
WASHINGTON

April 23, 1968


Dear Fred:

Yours is a dear thought, but I think I had better leave the idea of a foundation to better hands than mine.

Thank you anyway for letting me know about it.

With all the best,

Sincerely,


Elizabeth Carpenter
Press Secretary and
Staff Director to
Mrs. Johnson

Mr. Fred Farr
520 N Street, S.W.
Apartment S-521
Washington, D. C. 20024

Keep Fotos Here Till Needed

MAGNET-VUE
by



Extra Leaves #MV-1

